

ABSTRACT OF THE DISCLOSURE

The object is to provide a magnet roller whereby picture quality can be improved by raising the magnetic flux density of the specified magnetic pole and/or other magnetic poles, and wherein this magnetic pole pattern can be achieved with low cost. In a magnet roller (10) according to the invention that achieves this object, a plurality of magnet pieces (12, 14, 16, 18) are mounted at 5 the periphery of a shaft (20) by joining at joining faces and peaks (32a, 34a, 36a, 38a) of magnetic poles (32, 34, 10 36, 38) are generated on the lines of extension of joining faces (13, 15, 17, 19) by setting the directions of orientation magnetization (22, 24, 26, 28) of adjacent 15 magnet pieces (12, 14, 16, 18) facing the joining faces (13, 15, 17, 19), the respective joining faces (13, 15, 17, 19) of the plurality of magnet pieces (20) being provided along the roller radial directions.